



#### COMMISSION

Ralph G. Neumann, Chicago—Chairman  
Judge James E. Fanson, Chicago—Co-Chairman  
Dwight P. Rosenthal, State Senator, Chicago—Vice-Chairman  
Clyde Lee, State Representative, Island Vernon—Vice-Chairman  
Gene Curran, Springfield—Secretary  
Mrs. Virginia R. Barnes, Springfield  
Arthur J. Tedesco, State Senator, River Forest  
Donald J. O'Brien, State Senator, Chicago  
Charles M. Campbell, State Representative, Bellwood  
Harold M. Dean, Chicago  
George E. Davis, Springfield  
Edward C. Herringshaw, State Senator, Melrose Park  
John G. Fury, State Representative, Chicago  
Robert Garwin, Bellwood  
J. Horace Gardner, State Representative, Chicago  
William Hazen, Coal City  
Albert W. Myers Jr., Springfield  
Paul J. Randolph, State Representative, Chicago

#### ADVISORY COMMITTEE

U.S. Senator Paul H. Douglas—Co-Chairman  
U.S. Senator Everett M. Dirksen—Co-Chairman  
STAFF  
James A. Clegg, Executive Director  
Virginia L. Mammosker, Special Events Director  
Inese Kape, Administrative Assistant

SAID ABRAHAM LINCOLN

"Our defense is in the preservation of the sent which prizes  
liberty as the heritage of all men, in all lands, everywhere."

(Abraham Lincoln, 11 September 1859)

"Let reverence for the laws . . . become the political religion of the nation."

(George Washington, 27 January 1775)

Illinois will be represented at the New York World's Fair by our greatest son, Abraham Lincoln. We are presenting a sampling of the scenic, historic, recreational, industrial, educational, and cultural activities in our great state.

We invite visitors from all over the world and from the many parts of our own country to continue on in their travels to Illinois—the Land of Lincoln—after they have made a stop in New York and the Fair.

A little over a century ago, Abraham Lincoln said

"Public sentiment is everything. With public sentiment, nothing can fail; without it nothing can succeed. Consequently he who moulds public sentiment, goes deeper than he who enacts statutes or pronounces decisions."

The greatest advocate of our democratic form of government—the political statesman who helped perfect the image of the United States in the compass of freedom will, in effect, be the "salesman" who will present The Illinois Story.



OTTO KERNER, Governor

"Be tents like the present, men should after nothing for which they  
would not willingly be responsible through time and in eternity."

(Message to Congress, 3 December 1861)

"Let us have faith that right makes might, and in that faith, let us to  
the end, dare to do our duty as we understand it."

(Casper Union, 27 February 1900)

"Those who deprive freedom to others deserve it not for themselves  
and, under a just God, cannot long retain it."

(Letter to H. L. Fiske, 6 April 1861)



## THE ILLINOIS MESSAGE AT THE NEW YORK WORLD'S FAIR

### PRIDE IN THE LINCOLN LEGACY

Abraham Lincoln, Illinois' most famous son, has provided an inspiration for greatness. The Pavilion will demonstrate how the Lincoln precepts of liberty, equality, and progressive leadership account for many of Illinois' accomplishments and set the goals for the State's plans.

The Land of Lincoln will bring to the World's Fair the finest presentation of rare Lincolniana ever assembled for a major international event. Precious original letters, photographs, paintings, and other treasures have been selected on the basis of timelessness and particular application to current events. The most advanced audio-visual techniques will virtually bring the Lincoln story to life.

The Lincoln Library and photo collection in the Illinois Pavilion will appeal both to the general public and the scholar, and will provide welcome reference elements at the World's Fair.

### AN INVITATION TO VISIT

Illinois' natural beauty and visitor conveniences are unequalled. Among the many recreational and tourist attractions featured will be the unspoiled Illinois Ozarks and the outdoor sportsman facilities of southern Illinois. The story of historic Illinois landmarks, such as the restoration of Lincoln's early home, New Salem, and the meet point of Galena, the home of American generals, will be presented.

The great metropolis of Chicago is called the "most American city" by our foreign guests. Its current building activities have attracted international attention. Displays showing its vigorous and steady expansion will be shown along with its already famous entertainment and cultural attractions.

Illinois will be portrayed as the ideal vacationland and an exciting place for a business/pleasure stopover.



#### A SHOW OF ECONOMIC STRENGTH

Illinois is the best-balanced economic unit of the fifty states. The exhibit will inventory our diversified assets:

Agriculture and industry

Production and merchandising

Mining and fabricating

New product development and pure research

Burgeoning foreign trade and center of domestic transportation

Abundant natural resources and unlimited skilled labor

Each is important in its own right, combining to make Illinois the logical centerpiece for industry's further expansion.

#### PLANS FOR THE FUTURE

Visitors to the World's Fair will see dramatic examples of Illinois' preparation for the future—how the State is meeting the challenges of population growth, education, automation, advances in science, expanded transportation, and the resulting public works requirements.

There will be no doubt that Illinois is working, in the long shadow of Mr. Lincoln, to make even a better State in which to meet, live, work and grow.

"The struggle of today is not altogether for today—it is for a vast future also."

## ILLINOIS LAND OF LINCOLN PAVILION

Use of Illinois brick, low profile and flowing lines make the Illinois building a reflection of the Prairie State and the simplicity of Mr. Lincoln. The words of Lincoln in raised letters on the brick walls give the effect of supporting the building itself. Illinois is located opposite the U.S. Pavilion and at the special guest entrance at the World's Fair. West Virginia and New Mexico, neighbors to the north and south, provide geographical context.

The building occupies a 55,000 square foot island site surrounded by visitor roadways. The enclosed area and exhibit courtyard total 35,000 square feet.

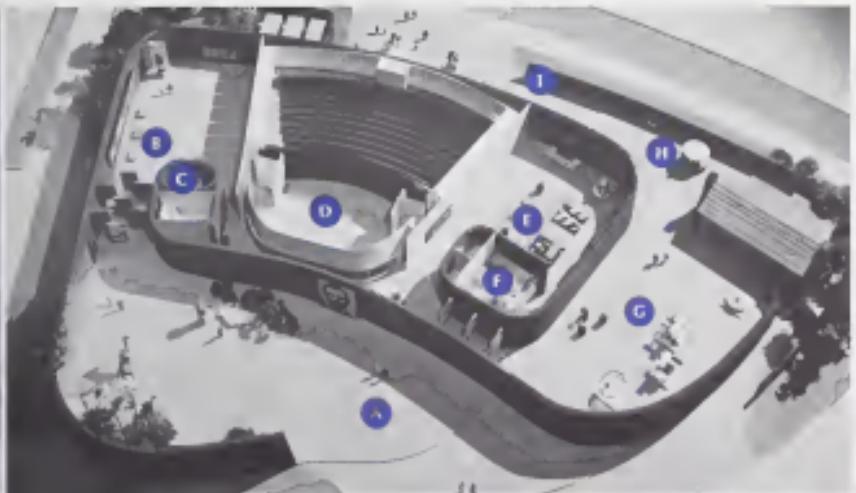
A tier through the Illinois Land of Lincoln Pavilion takes the visitor through **① ENTRANCE COURTYARD** containing a monumental photo portrait of Lincoln, a new equestrian statue of the young Illinois lawyer by Anna Hyatt Huntington, a relief map of the state watched over by the famous Borglum "shy now" head of Lincoln, through the entranceway into **② LINCOLN EXHIBIT HALL** featuring a giant panoramic projection story of Lincoln, displays of Lincoln artifacts, the complete Lincoln photo collection, and regularly scheduled Lincoln exhibits from all over the world. On the east of the hall the visitor stops at **③ GETTYSBURG ADDRESS ALCOVE** enclosing the Illinois-owned original manuscript of the Address, equipped with

Architectural firm: Skidmore Owings & Merrill  
General Contractor: George A. Fuller Company  
Exhibit Designer: Willard Smith Inc.



multi-lingual listening devices for the international audience. After enjoying the "Great Moments With Mr. Lincoln" show produced by Walt Disney, or attending a special event in **② THE LINCOLN THEATRE**, the visitor enters modern Illinois as illustrated in **③ ILLINOIS EXHIBIT HALL**, with examples of Illinois leadership in the arts, sciences, commerce, education, and recreation. The interested visitor may pursue his study of Illinois and Lincoln in **④ THE HISTORICAL REFERENCE LIBRARY** where important books and documents will be available for use in the reading room. When the Fair visitor leaves contemporary Illinois, he is given a glimpse of Illinois' plan for the future as he moves out to **⑤ THE SPECIAL EXHIBITS COURTYARD**. Specific displays will treat elements in the Illinois story that best exemplify the state's advantages. One of the most important display areas is **⑥ THE TOURISM CENTER**, which gives a sampling of the vacation pleasures in Illinois. A restoration of the Rutledge Tavern from New Salem will be in full operation as it is at the State Park, showing life during Lincoln's early Illinois years. Finally, the visitor can relax in **⑦ THE SPECIAL EXHIBITS GARDEN AREA** at his leisure, and rest on one of the benches.

According to present estimates, at least eight million people will have the opportunity to take this tour through the Illinois Land of Lincoln Pavilions.



## "GREAT MOMENTS WITH MR. LINCOLN"

A new medium for the presentation of an historical personality will be previewed at the Illinois Pavilion with the showing of Walt Disney's "Great Moments With Mr. Lincoln."

In the presentation, a life-size, lifelike Lincoln figure talks, stands, sits and gestures in historically authentic action. Included in the speeches are excerpts as appropriate today as when Lincoln spoke them more than a century ago.

When Walt Disney dedicated himself and his WED Enterprises "Imagineers" to the presentation of a few "Great Moments With Mr. Lincoln," he set some stern commandments:

"There must be some way — some undeveloped means of communication — perhaps some new art form that can combine the best of traditional media — to present the courage and strength of Abraham Lincoln," he began.

"Imagination must be tempered with authenticity. Drama must intertwine with serenity. Fantasy must be abandoned since its presence would defeat our purpose. Reserve is demanded but it must have the form of subdued excitement. And dignity must be the constantly sounded keynote."

The inspiring results of these stipulations will be presented daily in the 500-seat Lincoln Theatre at the Illinois Pavilion in continuing ten-minute presentations. There are no admission charges.





The President of the United States stops by to pay his respects. The Secretary General of the United Nations makes a similar call.

Mahalia Jackson sings her praise and other nationally known artists join in musical salute. A happy group of school children starts its tour of the New York World's Fair with a first stop here. A representative committee of the American Bar Association presents a program to pay tribute to a distinguished member of the legal fraternity.

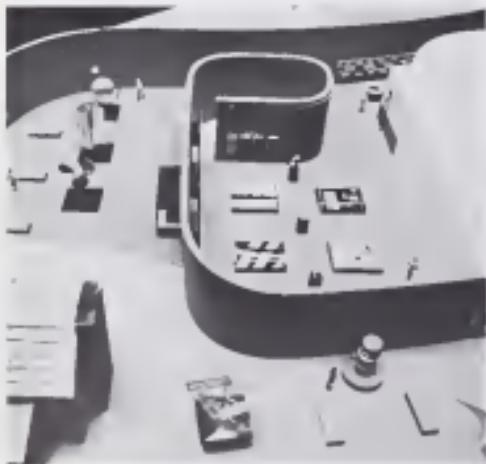
The man they honor is Abraham Lincoln.

The place is the Illinois Pavilion with its Lincoln Theatre, Historical Library, reproduction of Lincoln's Tomb, and many other treasures of the Land of Lincoln, both of yesterday and today.

Events like these, and many others, will be a part of the Special Events program at the Illinois exhibit, a service designed to present features of interest to all fairgoers and those back home in Illinois as well.

Special Events in the Lincoln Theatre may range from addresses by world-famous Lincoln scholars to the reading of an eighth grade Lincoln essay by its youthful author.

The primary requirement is that all events and programs be in the Lincoln tradition and of general interest. Advance reservations must be made.





The State of Illinois is pleased to have the opportunity to take advantage of the 1964-1965 New York World's Fair, which promises to be one of the most successful events of its kind. During the two years of the World's Fair, April 22 to October 18, 1964 and April 21 to October 17, 1965, Illinois can reach a nationwide and worldwide audience.

#### Statistically the New York World's Fair is most impressive

Approximately 80 million visitors are expected for the two seasons.

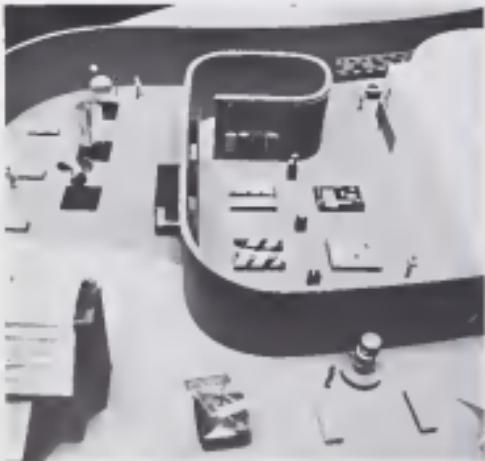
When the highway and other community developments to accommodate the World's Fair are included, New York will have the first billion dollar fair in history.

The fairgrounds cover 600 acres, the successful Seattle Century 21 used approximately 75 acres.

The Federal Government, twenty-six states, forty-one foreign countries, and several hundred leading corporations are planning to exhibit.

Illinois will be in good company, bringing a great story to a receptive audience.

Type: Stark - Kimberly Clark Corporation  
• Kimberly-Clark, Wilton, Finch '60  
• Kimberly-Clark, Cold Blue '64  
Design: Carl Regale  
Planning and Development: Ideograph  
Public Groups: Illinois Lumberjacks Co.  
Transportation: Federated Ryder Company



## SPECIAL EXHIBITS

Final impressions that visitors to the Illinois Pavilion take away with them will be based on the SPECIAL EXHIBITS, located in the west courtyard and garden area, which treat specific subjects ranging from higher education to recreation from research and development to heavy manufacturing. While the displays are made possible by Illinois corporations, trade associations, and professional organizations, the themes will be institutional and industry wide rather than commercial. In each case the display will show a part of the Illinois story.

Up to fifteen SPECIAL EXHIBITS can be accommodated in the Illinois Pavilion area. A few locations may be set aside for topical displays which will be scheduled as appropriate.

In many ways SPECIAL EXHIBITS can be considered the most important part of the Illinois message, for they show the actual results of the efforts of the people of Illinois and the manifestations of the State's dedication to the Lincoln philosophy. It is particularly significant that the SPECIAL EXHIBITS program is another example of the cooperation between private enterprise and government activities so typical in Illinois.

## A UNIQUE OPPORTUNITY...

The Illinois Commission on the New York World's Fair invites Illinois companies and organizations to consider the many advantages of participation in the Illinois "Land of Lincoln" Pavilion. With the cooperation of the Commission staff and designer, effective private representation in the World's Fair can be accomplished conveniently and economically.

There are two types of private participation in the Illinois Pavilion. Participation may take the form of sponsorship of one of the existing elements in the Pavilion, as in the case of the presentation of the original manuscript of the Gettysburg Address.

Equally important is participation by exhibitors who provide special exhibits, such as a tribute to their own industry. Private companies and organizations are not restricted to exhibiting in their own fields. For example, a merchandising enterprise might prefer to salute arts and architecture in Illinois.

Interested parties may feel free to explore how this opportunity may apply to them by contacting the office of the Illinois Commission.

### IN NEW YORK

Illinois "Land of Lincoln" Pavilion  
New York World's Fair  
Flushing 52  
Area Code 212—AR 1-5010

### IN CHICAGO

Rooms 533, 160 N. LaSalle Street  
Area Code 312—346-2449

Paper Stock: Kimberly Clark Corporation  
• Kimberly Clapier Willow Finch 100#  
• Kimberly Clapier, Card Edge 65#  
Design: Carl Angst  
Planning and Development: Lithographica  
Printer: Götting Model Lithographica Co  
Typesetting: Heidelberg Kappa Company

My friends—No one, not in my situation, can appreciate my feeling of sadness at this parting. To this place, and the kindness of these people, I owe every thing. Here I have lived a quarter of a century, and have passed from a young to an old man. Here my children have been born, and one is buried. I now leave, not knowing when, or whether ever, I may return, with a task before me greater than that which rested upon Washington. Without the assistance of that Divine Being, who ever attended him, I cannot succeed. With that assistance I cannot fail. Trusting in Him, who can go with me, and remain with you and be every where for good, let us confidently hope that all will yet be well. To His care commanding you, as I hope in your prayers you will command me, I bid you an affectionate farewell

Lincoln's Farewell Address in Springfield—February 11, 1861